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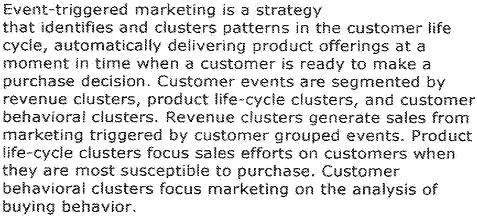
Capitalize on Opportunity With Event-Triggered Marketing

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Management Considerations



Event-triggered marketing will be critical to realizing a return for the vast investments most organizations have made in customer relationship management (CRM) technology. Service, support (e-care), and fulfillment organizations will be critical to monitoring the customer life cycle. In addition, organizations must find ways to get analytical and operational CRM technology working as one. Analytical CRM (data mining and warehousing, marketing automation, and campaign analysis) is needed to identify critical events in the customer life cycle that trigger purchase decisions. Operational CRM technology (sales, marketing, and service automation) is necessary for creating a targeted vehicle to deliver resale, upsell, and cross-sell opportunities.

In the short term, revenue opportunities must be resegmented to establish targeted marketing program priorities. Business leaders must then think differently about their customer and market segmentation in order to develop precision programs that translate into profit centers.



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